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# Pleasanton Today

June 20, 2014

The City of Pleasanton Newsletter

[www.cityofpleasantonca.gov](http://www.cityofpleasantonca.gov)

## DROUGHT

### A New Norm Spawns New Habits as Pleasanton Becomes Water-Wise

**S**aving money. Saving calories. Saving memories. There are blogs, books, and websites galore about these topics, but saving water? With the driest year in California's recorded history well underway, Pleasanton residents will begin the hottest months of the year already familiar with Stage III water shortage planning and restrictions. By fall of this year, we will all be better acquainted with strategies to conserve water.

#### The Situation

Unprecedented low rainfall totals combined with a scant snowpack of just 15% of normal were the beginning of many "firsts" for California residents. Another worrisome "first" was delivered in April, when the State Water Project, which shoulders the majority of California's water system, and is the source of 80% of the water delivered to Pleasanton, announced that it would reduce its potable water delivery by 75%. In turn, our region's water wholesaler, Zone 7 Water Agency, informed the cities of Pleasanton and Livermore and the Dublin-San Ramon Services District that water supplies would be cut by 25% every month through the end of calendar year 2014. As a result, we must now manage with 75% of the water allotment needed to meet our demands.

#### The City's Response

In an attempt to cope with future shortages, the Pleasanton City Council enacted Stage I Water Shortage Planning measures in February 2014, which called upon residents and businesses to voluntarily cut water usage by 20%. As a result, water consumption was reduced minimally, by just .6%, and



Val Vista Park will stay green throughout the summer thanks to a new recycled water irrigation system.

actually represented an increase in usage over the same period last year. The need to protect our potable water supply through the upcoming summer months prompted a unanimous vote of the City Council on May 6 to implement Stage III Water Shortage Planning measures. This level mandates a 25% reduction of water consumption from the same period in 2013.

With 42 groomed parks, dozens of public facilities, and hundreds of acres of landscaping to maintain, the City faces many of the same challenges as residents, only on a larger scale. In an effort to lead by example, all park watering is being strategically reduced to meet the 25% goal. Further, Val Vista, Pleasanton's second largest park, is now being irrigated with recycled water from the Dublin San Ramon Services District. Also, large portions of landscaped grass have been removed from the City Hall campus at 123 Main Street and replaced with mulch, drought tolerant plants, and a drip irrigation system. Callippe Municipal Golf Course will be irrigated with recycled water this summer. Residents can

also expect water features at all city parks to be turned off this summer. The Dolores Bengtson Aquatic Center is open, and the standard practice of covering the pools each evening to reduce evaporation will continue. However, you won't see staff power washing the decks as in wetter times, and patrons will notice signage in the locker rooms requesting everyone to take shorter showers.

#### What Residents and Businesses Can Do

Pleasanton residents and businesses are pitching in to conserve water to meet our health, safety, and fire protection needs. Here are some tips to help reduce water use by at least 25%:

- Repair all leaks in and around your home and/or business; these include leaky toilets, faucets, showers, sprinklers, and valves.
- No hose washing of hard-surfaced areas.
- Limit outdoor watering to no more than 2 non-consecutive days per week.
- Eliminate water run-off by shortening watering time and adding multiple watering cycles.
- Water landscaping between 6 p.m. and 9 a.m. to reduce water loss from wind and evaporation
- Wash cars, trucks, etc., at car wash facilities that recycle water.
- Turn off the tap when brushing teeth, shaving or dishwashing by hand.
- Wash only full loads of laundry and dishes.
- Install water-efficient devices, such as faucet aerators and showerheads.
- Take shorter showers. Reducing your shower time by 5 minutes can save up to 12.5 gallons of water!

*For more information about water conservation, please call the Water Conservation Hotline at (925) 931-5504 or visit [pleasantonwaterconservation.com](http://pleasantonwaterconservation.com).*



A new Mercedes Benz showroom and maintenance building are among several new "looks" in Pleasanton.

## On the Economic Development Front

**Y**ou may have noticed more commercial development around town over the past two years. This is the result of continued planning during the recent recession to be prepared for the economic recovery. While the economy may not have fully recovered to its earlier strength, signs are looking more positive and affirm Pleasanton's position as a great place for business. Here's a glimpse into what's coming to our community.

Several Pleasanton auto dealers are putting on a new face. The Mercedes Benz dealership completed a reconstruction of its showroom and maintenance shop with

a beautiful building that can be seen from both Owens Drive and I-580. Mini Cooper and BMW is just about ready to upgrade their facilities, while Lexus has just received approval from the City to replace its buildings with more a contemporary showroom and service bay.

These improvements will allow the dealerships to better serve customers' purchasing and service needs, while integrating new architecture into Pleasanton's high design standards. We can also expect a new CarMax at the Staples Ranch site located at I-580 and El Charro Road in 2015/16 with a selection of quality used cars.

Meanwhile, Specialty's Café is renovating a former restaurant building on Hopyard Road at Owens Drive, while also moving its headquarters to Pleasanton, and Eddie Papa's is preparing to expand its outdoor seating area. On a slightly larger scale, the JC Penney Plaza on Springdale Avenue is now under new ownership with plans to revamp and reenergize the center to better serve nearby residents, workers and patrons of Stoneridge Shopping Center.

Throughout the City's retail centers, new shops, services and restaurants are opening, including in downtown Pleasanton. The few vacant storefronts now have multiple tenants

bringing additional offerings to the heart of our community. The City's efforts to encourage private redevelopment are paying off with two new projects that will bring new architecture and activity to the downtown district.

The Pasttime Pool building will be renovated into a 2-story building to accommodate retail and restaurant on the ground floor and retail and services on the second floor. A few blocks north, the vacant lot has a new owner who is developing plans for a building to fill the space and add to the tenant mix.

Pleasanton's commercial office environment also continues to strengthen. Leading cloud computing company Workday has plans to build a new 430,000 square foot office building next to the West Pleasanton BART station on Stoneridge Mall Road, firmly establishing Pleasanton as its home. Blackberry has also leased a large space in Bernal Corporate Park. In Hacienda business park, a new medical care facility — a partnership between Tenet Healthcare, parent company of the San Ramon Regional Medical Center, and John Muir Health — will soon open on Owens Drive across from the East Pleasanton BART station, and the California Center has been sold to new owners that will invest in and reposition the campus to attract new firms.

These businesses generate jobs, provide services, and their employees patronize other Pleasanton businesses, which contributes to a healthier economy for the city.



## Upcoming Events

### Shakespeare in the Park

Saturdays and Sundays June 28 & 29,  
July 5 & 6, 12 & 13, 7:30 p.m.

The Taming of the Shrew, one of Shakespeare's earliest comedies, was inspired by classical Roman comedy and the Italian commedia dell'arte. See it at Amador Valley Community Park this summer as performed by the San Francisco Shakespeare Festival. The play includes a suspenseful plot and thrilling scenes of witchcraft and swordplay. Don't miss free Shakespeare in the Park at the Amador Valley Community Park, 4301 Black Avenue, behind the Aquatics Center. Come early to claim the best spot, bring your family, friends and a picnic dinner and make an evening of it! For more information, please call (925) 931-3456.



### Fireworks on the 4th!

Friday, July 4 9:45 p.m.

Fireworks at the Fair are back this year and the 2014 4th of July Fireworks Spectacular promises to live up to its name with non-stop razzle dazzle fireworks. Start your holiday weekend with a fabulous fireworks display that will be visible to most areas of Pleasanton. The Livermore Pleasanton Fire Department and the Pleasanton Police Department remind residents that outside of sanctioned displays, ALL fireworks are banned in the cities of Pleasanton and Livermore. Have a safe holiday weekend!



### Free Movies in the Park

Thursdays from July 10 – August 14 6:30 p.m.

Grab a picnic dinner, a blanket and low beach chairs to enjoy family film favorites every Thursday from July 10 to August 14 at Amador Valley Community Park, 4455 Black Avenue. Fun activities, contests, sing-a-longs and games are planned prior to the film. Arrival by 6:30 p.m. is advised, movies start at dusk. The season kicks off on July 10 with "Frozen". For more information, please call (925) 931-5340.



### Murder by Merlot: A Mystery Dinner

Saturday, July 26, 5:30 p.m. to 8:30 p.m.

Welcome to the Frudee Family Winery's annual Wine Tasting Event. Or should we say Taste LESS? The Frudee Brothers, Doodie and Rudy are anxious to introduce the idea of being able to chemically engineer wine to save their struggling winery. Unfortunately, before their big announcement, someone sips their last glass of wine! Join in the fun at the Firehouse Arts Center in downtown Pleasanton. Purchase tickets online at [www.firehousearts.org](http://www.firehousearts.org) or at the box office.



### Community Campout

Friday, August 22 and Saturday, August 23

Join us for the first-ever Pleasanton Community Campout at the Bernal Community Park baseball fields! Local Boy Scout troops will host the event which includes dinner, campfire and star gazing, a sunrise hike, and breakfast. Campers will be provided with tents, meals and activities, and one tent sleeps 4-6 people. Registration begins Wednesday, July 23 at [www.PleasantonFun.com](http://www.PleasantonFun.com).



## City of Pleasanton Unveils New Mobile Citizen App for Android and iOS

App Facilitates Resident Participation in Reporting Non-Emergency Situations

With more than one million pieces of infrastructure spread throughout the city, it helps to have citizen input about potential maintenance issues and repairs.

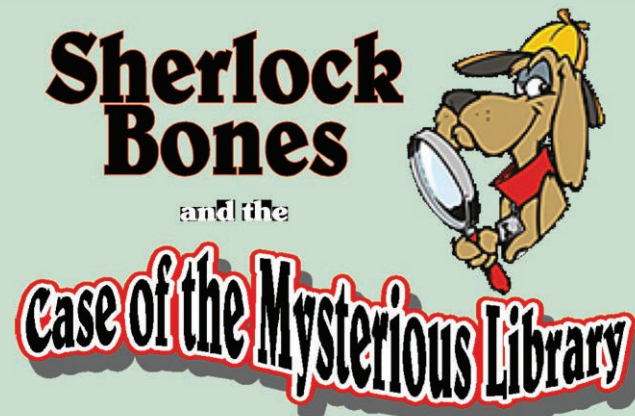
Pleasanton residents can now use the Mobile Citizen App to notify city staff about problems they encounter, such as potholes, graffiti, broken water sprinklers, clogged storm water drains, streetlight outages, and more.

Mobile Citizen can be downloaded at no cost to any Android or Apple smart phone.

"This app allows the public to become a part of the solution when it comes to the expedited repair of non-emergency related maintenance issues that they might come across," according to Daniel Smith, Director of Operation Services. "It

also creates a bridge between the community and staff that is invaluable," he adds.

The Mobile Citizen app was developed by MaintStar of Irvine, California. The app connects cities with their citizens and allows them to quickly notify the proper departments about non-emergency incidents or potential problem conditions. The information, including a photo and exact GPS location, is then automatically sent to the City's Service Request System. The sender will receive a confirmation email to inform them that their report has been received and is being addressed. For more information, check out YouTube and search Mobile Citizen, or visit [cityofpleasantonca.gov](http://cityofpleasantonca.gov).



## Go Sleuthing With the 2014 Summer Reading Program

Have you ever wanted to match wits with Sherlock Holmes? Pleasanton Library's 2014 summer reading game "Sherlock Bones and the Case of the Mysterious Library" provides children with the opportunity to develop and display their literary and sleuthing prowess. Beginning Saturday, June 14, "detectives in training" can register for the reading game and pick up a Detective's Case Book at any one of the investigative labs in the Children's Department.

Playing the game is simple; participants track the time they spend reading (or are read to) in their case book. Junior detectives are rewarded with prizes when every ten hours of reading is completed. Pre-schoolers who cannot read themselves are also welcome to play the game with help from others who read to them. The game continues through Sunday, August 3 and features seven full weeks of daily (Monday through Friday) free entertainment and special events, weekly movies, crafts, and story times.

Studies show that children who continue to

read during the summer months avoid the "summer slide" and retain or improve upon the skills they acquired during the school year. In support of this effort, the Pleasanton Public Library offers an annual summer reading game that typically attracts more than 4,000 participants! Participating in the summer reading game is a simple, economical and fun way for children to prepare for the upcoming school year.

Kid Power Volunteers are critical to the success of the Summer Reading Game. Students entering grades 6 through 9 can help participants to unlock the mysteries of the summer reading game by becoming a Kid Power Volunteer. Kid Power Volunteers register children, explain the summer reading game, distribute prizes, oversee weekly crafts projects, and facilitate the library scavenger hunt.

For more information about the summer reading game, a complete listing of programs and activities visit the library's website at [www.cityofpleasantonca.gov/pdf/2014ProgramsandFilms.pdf](http://www.cityofpleasantonca.gov/pdf/2014ProgramsandFilms.pdf) or call the Children's Desk at (925) 931-3400, ext 3.

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# Pleasanton Police Department Black and Whites Go SUV

The Pleasanton Police Department's marked patrol car fleet transitions to a new era of police vehicles with the recent arrival of new Ford Police Interceptor Utility All-Wheel Drive vehicles. The SUV's are new this year and were specially designed for public safety professionals.

Officers test drove both the Ford Interceptor sedan and the SUV's and determined that the SUV provided everything the department was looking for in a patrol vehicle. The new vehicles have a smaller (yet still powerful!) engine that is more fuel efficient, and provides more cargo space for the equipment requirements of modern day police officers and supervisors in the field.

The SUV also offers increased safety with side impact airbags, a feature not offered in the sedans. The police department is staying with the traditional look of black and white patrol vehicles and believes the SUV will offer even greater visibility in the community, although it may take some time getting used to SUV's with light bars and push bumpers!

The current fleet of 2008/09 vehicles will be replaced with a dozen new vehicles this fiscal year and the remainder of the fleet will be replaced over the next 12 months.



## Senior Center to Close for Maintenance June 21-July 7

The popular Pleasanton Senior Center will be closed from Saturday, June 21 through Monday July 7 for maintenance, painting, a deep cleaning, and carpet replacement. Because the center also functions as a busy community center on weekends, such maintenance is regularly scheduled to keep it in good condition for all public use. The center will re-open on Tuesday, July 8 for regularly scheduled programs.

The lunch program will not be available during this period, but seniors who would like a hot evening meal can get one at Ridgeview Commons. For serving times, reservations, and other information, please call (925) 484-5131. The Pleasanton Paratransit Service will continue operations and will be based out of the City's Operations Services Center on Busch Road. All of the regularly scheduled exercise classes held at

the Senior Center will be offered at the Veteran's Memorial Building during the closure.

The Pleasanton Senior Center offers more than 25 classes each week, as well as the administration of the popular Pleasanton Paratransit Program, which provides a door-to-door shared ride and a fixed route same day transportation service for Pleasanton and Sunol residents (70 years of age and older and those that are Americans With Disabilities Act certified).

On a monthly basis the Center also offers a variety of exercise classes including Zumba Gold®, tai chi and yoga, free movies, a lecture series, tea time socials, an inter-generational reading program, a computer users group, a photo club, a Newcomer's Welcome, and games including contract bridge, bocce, and Mah-Jong.

## New City of Pleasanton Website Coming Soon

The City of Pleasanton website is getting a facelift with many new features that will enhance the user experience. The City selected Civica Software, a provider of website content and management solutions for local governments, to build and design the new website which is expected to launch by fall of this year.

Along with a contemporary new look, the site will feature a mega-menu that provides web users with quick access to services and information, transaction buttons to do business with the City, easier navigation, FAQ's for each City department, a full staff directory, and a seamless connection to the other social media outlets used by the City.

Be sure to check in with [cityofpleasantonca.gov](http://cityofpleasantonca.gov) in the coming months to view our new look!



The City of Pleasanton partners with California Youth Energy Services (CYES) this summer to provide residents with free home energy assessments. This non-profit group places local youth in a paid summer job that provides skills and leadership training, while dispensing a valuable service to the community.

CYES has hired and trained several teams of local youth as energy specialists, and will schedule appointments and send out teams to perform free energy assessments

and retrofits. These free green house calls are available to both homeowners and renters and include (pending property owner approval): the installation of CFL light bulbs, efficient flow showerheads, faucet aerators, retractable clotheslines, and a check for toilet leaks and attic insulation.

To schedule a free green house assessment, please call (510) 665-1501, ext. 10, or visit [risingsunenergy.org/content/greencall.html](http://risingsunenergy.org/content/greencall.html).



# Hide it. Lock it. Or Lose it.

## Pleasanton Police Department Works to Reduce Auto Break-Ins

New “Hide It, Lock It, or Lose It” Program Educates Drivers on Ways To Protect Their Vehicles and Valuables

The Pleasanton Police Department is launching a new crime prevention program to reduce the number of preventable property crimes in the City. “Hide It, Lock It, or Lose It” is a two-year campaign that will continue through 2015.

The goal of the program is to remind everyone in Pleasanton— residents, employees, and visitors, to remove all items from a vehicle before parking, and if that isn’t possible, to at least stow items out of sight before parking, and to always lock the vehicle!

Thefts from unlocked vehicles and burglaries in which items were left in plain view required 2,200

hours of police resources in 2013.

By taking simple preventative measures, an extra five seconds to remove or hide items out of sight, and two seconds to lock a vehicle, residents can ensure safekeeping of their valuables.

For more information, please call crime prevention Community Service Officer Shannon Revel-Whitaker at (925) 931-5240.

*Dana Point Police Services created the Hide It, Lock It, Or Lose It™ program in 2009 in an effort to lower the amount of preventable property crime in their jurisdiction. We are grateful for their willingness to share this awareness campaign.*



Another fabulous Winter/Spring in Pleasanton!

### SAFETY CORNER

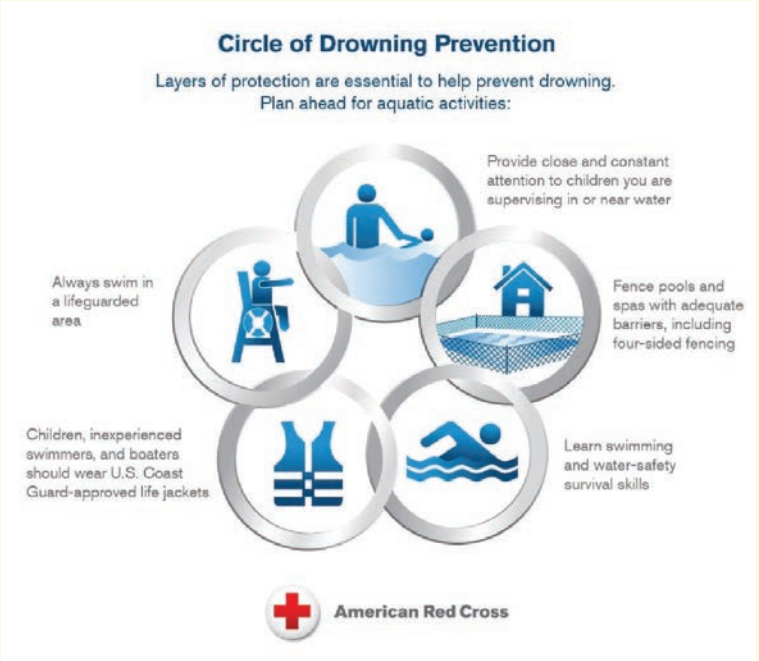
## Think Water Safety This Summer!

Summer is here and the weather is heating up. The swim season is underway and with it, the need for a heightened awareness about water safety. The City of Pleasanton’s Dolores Bengtson Aquatic Center (DBAC) is at the pulse of summer fun and learning when it comes to swim lessons, classes, and recreation. More than 300 classes and programs are offered for all age groups and skill levels.

All DBAC lifeguards and water safety instructors are certified through the American Red Cross. Pool Play Time is an unstructured swim program for babies as young as 6 months and their parents to get the little ones accustomed to water. Meanwhile, Preschool Learn to Swim programs begin at the age of 3-1/2. Swim lessons are also available for children, teens, and adults in group, private, and semi-private formats during mornings, evenings, and weekends. Adaptive aquatics are

also available.

Recreational swimming, camps, lap swim programs, water exercise, and Family Fun nights are also offered throughout the summer. For more information, please visit [www.PleasantonAquaticCenter.com](http://www.PleasantonAquaticCenter.com)



City Council	931-5001
<b>Jerry Thorne</b> , Mayor	
<b>Jerry Pentin</b> , Vice-Mayor	
<b>Karla Brown</b> , Councilmember	
<b>Cheryl Cook-Kallio</b> , Councilmember	
<b>Kathy Narum</b> , Councilmember	
City Manager	931-5002
<b>Nelson Fialho</b>	
City Attorney	931-5015
<b>Jonathan Lowell</b>	
Business License	931-5440
City Clerk	931-5027
Economic Development	931-5038
Facility Rentals	931-5340
Graffiti Hotline	931-5245
Human Resources	931-5048
Job Hotline	931-5056
Library	931-3400
Community Services	931-5340
Pet Licenses	931-5425
Pleasanton Senior Center	931-5365
Police/Fire Emergency	911
Non-Emergency Fire	454-2361
Non-Emergency Police	931-5100
Operations Service	931-5500
Water/Sewer Billing	931-5425

**Pleasanton Today**

Pleasanton Today is published for residents and businesses of Pleasanton and reports on issues and events that affect our city. You are encouraged to contact us with your questions and comments. Please direct all correspondence to:

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(925) 931-5044  
[jhall@cityofpleasantonca.gov](mailto:jhall@cityofpleasantonca.gov)

### City Meetings

All meetings are held at the City of Pleasanton Council Chamber, 200 Old Bernal Avenue, unless otherwise noted. Meeting dates and/or times are subject to change, please check [www.cityofpleasantonca.gov](http://www.cityofpleasantonca.gov) calendar for current meeting information.

<b>City Council</b>	First and Third Tuesday of the month, 7:00 p.m. (televised on Comcast cable channel 29)
<b>Bicycle, Pedestrian &amp; Trails Committee</b>	Fourth Monday of the month, 6:30 p.m. held at Pleasanton Senior Center, 5353 Sunol Boulevard
<b>Civic Arts Commission</b>	First Monday of the month, 7:00 p.m.
<b>Economic Vitality Committee</b>	Third Thursday of noticed months, 7:30 a.m. held at Operations Service Center, 3333 Busch Road
<b>Energy and Environment Committee</b>	Fourth Wednesday of every other month, 5:00 p.m. held at the Operations Service Center, 3333 Busch Road
<b>Housing Commission</b>	Third Thursday of the month, 7:00 p.m.
<b>Human Services Commission</b>	First Wednesday of the month, 7:00 p.m.
<b>Library Commission</b>	Second Thursday of the month, 7:00 p.m. held at Pleasanton Public Library, 400 Old Bernal Avenue
<b>Parks and Recreation Commission</b>	Second Thursday of the month, 7:00 p.m.
<b>Planning Commission</b>	Second and Fourth Wednesday of the month, 7:00 p.m.
<b>Youth Commission</b>	Second Wednesday of each month during the school year, 7:00 p.m. held at Operations Service Center, 3333 Busch Road, Conference Room

